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Wer steht hinter theLivingCore? Interview mit den Gründern anlässlich der TEDxKlagenfurt im Sept 2015, von [Marion Fugléwicz-Bren, Die Philosophen kommen](#)

“We create Enabling Spaces”. How does it work?

Two experts are co-creating meaningful and desired realities. They will give a talk at TEDxKlagenfurt on September 12. “Change is not a one-way-process”, they say. “This is why we develop innovations over the long term, sustainably and in close collaboration with our clients”. Who is theLivingCore, Austria? An interview with the founders Markus F. Peschl & Thomas Fundneider by [Marion Fugléwicz-Bren, Die Philosophen kommen](#).

According to TEDxKlagenfurt’s this years’ slogan „Daring Heights“ – what does this actually mean to you?

For us this means that you not only have to think the unthinkable, but also to accept the consequences and act accordingly. And especially the doing part requires courage, determination and a strong personality. Regardless of how brilliant a new idea is, entrepreneurs and change makers will come across many obstacles and people that doubt that this idea will work. The important point is to stay determined and this takes both a brave attitude and a perspective of prudence and wisdom.

You claim: „We enable desired futures!“ or „innovating innovation“ - how dare you promise things like that? Your business-expertise is „enabling spaces“ i.e. spaces for the „generation of new knowledge“ – what do you mean by this?

With the claim “we enable desired futures” we want to express our fundamental attitude towards how one can learn from the future as it emerges: one can regard our environment as something given that is difficult to change, or as a snapshot of our time that has always the potential to be improved or to be created in a radically different manner (which is our stance). This applies for everything human-made, may it be a building, a computer, a car, a service, etc.

Enabling Spaces help knowledge-generating organizations (the so-called “knowledge workers”) to be more productive and effective. It is not about making office spaces more beautiful, fancy, or cozy; rather it implies a profound integration of the organizational and innovation processes, structure and culture with the office environment.

How does it feel to bring „leading-edge research” directly to clients – what are the main challenges you have to face?

First, clients are not so much interested in research as such, but in the implications of leading-edge research for their business and success. It is our goal to accomplish exactly this task for clients. Secondly, clients are looking for security and for partners that can provide it; hence, we base our work on a well-proven and solid scientific approach. In our complex environments it is not sufficient any more to just apply a functioning method successfully. Each project has its own very specific context and problem space that has to be dealt with in a highly individual manner. We see it as our responsibility to deeply understand the client’s problem and develop a solution that fits his/her needs best.

What do you mean by „learning from the future as it emerges“?

Well again, one can approach innovation from two points of view; one is driven by the past, the other one by the future. Starting with the first, this means that you look back in time and try to anticipate future developments by extrapolating from there. The second approach tries to identify weak signals, latent potentials, etc. that will emerge (most probably) in the future. This point of view is both much more interesting and challenging, since it is the only way to generate radical or disruptive innovations in a sustainable manner.

Some buzz-words of your website are „co-creation“, „meaningful and desired realities“, „innovation“, „collaboration“. One can often hear these marketing-catch phrases; what do they really mean, what’s the idea behind this all? Is it really new? And: How true is it?

It is not our intention to speak about truth (in philosophical terms) here. And of course, you are right, that these are buzz-words that one stumbles across quite often. However, as you can read on our web page and in our papers, there is a deeper meaning behind this for us and it characterizes our mindset and approach.

Predictions and forecasts of the future – even reliable ones – always sound a bit „magical“, how can you oppose this fact in whatever research-environments?

That is an important point. We are not forecasting the future, as futurists are doing when they release yearly trend reports. Trends can be described and will most probably happen in some years. We are identifying potentials for future innovations. This is much harder, since no one knows how the future will evolve – there might be some consistency, but then, for example, a new technology opens up completely new opportunities that entrepreneurs who identify them will turn into solutions. Therefore, we don’t work with future end states (as trends), but rather with fields of potentials that can be shaped during the course of time.

How can business environments benefit, what can they gain from (in the broadest sense) philosophical mindsets as foresights, virtual innovation spaces, etc.

I would not refer to this (foresight, virtual innovation spaces) as philosophical mindsets. Philosophy enters our work mostly with regard to: rigorous thinking (e.g. working with Aristotle’s questions, trying to understand profoundly the problem and its context, etc.), fleshing out meaning in complex systems, and implementing a holistic and integrative approach within our projects. Without sounding big-headed, organizations benefit by results that are long-lasting and impactful. Quite many clients approach us with projects that have already failed several times.

Thank you for the interview and good luck.

WHO IS – The Living Core

theLivingCore develops agile, sustainable organizations. We offer services in a diverse field of activity: from innovation, strategy, organizational design, and staff development, all the way to architecture. Future-minded innovation can only come out of a deep understanding of a field and its potentials. In recent years, based on the latest research findings, we have developed, planned and successfully implemented some of the most innovative pioneering projects.

Links:

TEDxKlagenfurt <http://tedxklagenfurt.com/home/>

TEDxBlog <http://blog.tedxklagenfurt.com>

Die Philosophen kommen – #TEDx <http://die-philosophen-kommen.at/category/tedx/>



Markus F. Peschl & Thomas Fundneider

Founders of theLivingCore, Austria, <http://www.theLivingCore.com>

Markus is Professor of Cognitive Science and Philosophy of Science at the University of Vienna. His research is driven by the question as to how the new comes into the world, and focuses on the interdisciplinary areas of innovation, knowledge, cognition and the design of so-called “Enabling Spaces,” i.e. spaces for the generation of new knowledge. He is a founder of theLivingCore, where he serves as chief scientific officer; in this capacity, he brings leading-edge research directly to clients and has many years of international experience in consulting projects.

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Trained as a landscape architect, **Thomas** focuses on the crucial details that often make the difference for the whole. He can draw on a wealth of experience as manager of a number of major projects. His introduction of innovative, entrepreneurial working and thinking to organizations has made a lasting impact on his clients. Thomas is a board member of PDMA Austria (product development and management association) as well as of the Bertalanffy Center for the Study of Systems Science (BCSSS). Thomas lectures at several European Universities on the topics of innovation, enabling spaces, creativity and strategy.

He invented the innovation technology “leap”, as well as the methodology of the “Enabling Spaces Design Process”, together with Markus.

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